

FAMOUS PLAYERS THEATRES'

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE •

VOL. 2 - NUMBER 9

SELL AND PROFIT WITH SHOWMANSHIP!

SEPTEMBER 15, 1957

IF YOU WOULD BE A LEADER

The Boss drives his men -
The LEADER coaches them.

The Boss inspires fear -
The LEADER inspires enthusiasm.

The Boss depends on authority -
The LEADER on good will.

The Boss says "I" -
The LEADER says "WE"

The Boss says "Get here on time." -
The LEADER gets there ahead of time.

The Boss fixes the blame for the breakdown -
The LEADER fixes the breakdown.

The Boss knows how it is done -
The LEADER shows how.

The Boss makes work a drudgery -
The LEADER makes work a game.

The Boss says "GO" -
The LEADER says "LET'S GO."

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I found the above bit of philosophy on Bill Trudell's desk in London ... unsigned, so I can't give proper editorial credit. It impressed me so much that I decided it was worthy of front page position.

You as a theatre manager can be a boss ... and expect your employees to anticipate your every wish ... or you can be a LEADER, light the way for them, coach them, train them ... prepare them for bigger and better things, which will all be to your ultimate credit and result in a better more efficient operation. The choice is strictly yours. Are you a BOSS or a LEADER?

D.E.K.

FAMOUS PLAYERS CANADIAN CORPORATION



1200 ROYAL BANK BLDG., TORONTO

CASH PRIZES FOR OUTSTANDING SHOWMANSHIP

Our prize-awards committee met one day this week, and after a careful scrutiny of several dozens of entries came up with the following awards. Our congratulations to the winners ... and my only comment is ... let's all of us climb on that BALLYHOO Bandwagon and put SHOWMANSHIP back into our SHOWBUSINESS ... and let's do it NOW. What have YOU contributed to this sheet lately, huh? Well ... let's take a look at the winners.

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- \$40.00 - Bill Burke of the Capitol in Brantford for the most comprehensive selling job on the ELMER parties we have ever seen. His second series topped the first by several thousands ... and a glance at his scrap book makes the reason obvious.
- 35.00 - Freeman Skinner of the Paramount, away out in Halifax for outstanding effort in his selling of YANGTZE INCIDENT ... SPIRIT OF ST. LOUIS ... LOVING YOU, and every pic which hits his screen. Great stuff.
- 25.00 - Bill Trudell top man at the Capitol in London for one of the finest selling jobs on THE TEN COMMANDMENTS we have seen to date. His scrapbook is a joy to behold, and loaded with truly fine Showmanship.
- 25.00 - Les Mitchell skipper of the Capitol in Welland for his ingenuity in cashing in on the 'Blossom Queen' crowning of a local girl ... and for his outstanding and very consistent merchandising of EVERYTHING.
- 25.00 - Ivan Ackery who hangs his hat at the Orpheum in Vancouver for an exceptional selling job on the LITTLE HUT.
- 15.00 - Ralph Mitcheltree of the Capitol in Calgary for a grand promotional job on LOVE IN THE AFTERNOON through a tie-in with a group of Hawaiian entertainers in co-operation with a local Air line.
- 15.00 - Jim Cameron D.M. of the Lakehead District for a grand June Jubilee Month campaign, and his Capitol Theatre Teeners' activities.
- 15.00 - Lloyd Taylor of the Palace in Guelph for truly consistent selling week in and week out. Lloyd does a selling job on every incoming attraction ... and does it well.
- 15.00 - Jim McDonough D.M. of our Maritimes District for the exceptional promotional job he did on his daily in connection with TEN COMMANDMENTS.

PRIZE WINNERS - Cont'd

- \$15.00 - Michael King of the Nortown in Toronto, for as fine a selling job on FUNNY FACE as we have seen. Mike has a flair for the unusual in selling ... and really works at it.
- 15.00 - Don Edwards head man at the Tivoli in Hamilton for his ingenuity in selling THE WRONG MAN... Don had the local traffic division eating out of his hand, and ... helping him sell the pic.
- 10.00 - Lloyd Palmer who runs the Intercity Drive-In in Port Arthur for some truly fine promotions in connection with Mothers and Fathers Day.
- 10.00 - Eddie Lamoureux of the Palace in Windsor, for consistently good selling of unusual and off-beat pictures.
- 10.00 - Jack Heaps of the Metropolitan in Regina for an excellent selling job on CINDERELLA.
- 10.00 - Ted Bielby of the Paramount in New Westminster, for a really fine job of promotion on a short, CHASING THE SUN. Ted's first entry ... and we hope the forerunner of many more.
- 10.00 - Pearl Treleaven, acting manageress of the Strand in Brandon for the grand job she did in selling the publishers of the local daily on buying a full page in their own paper in behalf of THE TEN COMMANDMENTS. Pearl has a terrific campaign organized, and we shall be happy to submit it to our judges on arrival.

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That's the list gang ... and truthfully, it's a long time since I've seen so much good selling packed into so few entries. That's the rub ... of the hundreds of managers across our circuit only a handful take the trouble to keep us advised of their activities, and as a consequence, many miss out on the chance to get their name in print ... and, to knock off some of the cash voted by our awards committee periodically.

We're well into our Fall season now ... our SELLING SEASON. This is the time for all of us to buckle down and do the best job we know how. Just as important ... keep us advised of all your activities so we can pass the good word along ...

Let's see if we can't get YOUR name on the prize list next time, huh? It's up to you, guys ... I only do the reporting.

WORDS OF CHEER FROM A GREAT SHOWMAN

I have on my desk a memo from Gordon Lightstone, Canadian general manager for Paramount, in which he quotes a statement made by Oscar A. Doob one of our great industry executives who was recalled from retirement by Eric Johnston who named him in Washington to head an International program of movie goodwill. Mr. Doob has this to say ... and it makes awfully good listenin'.

"I honestly believe that I would not have taken this job were I not confident that the motion picture theatre business is in a resurgence ... that the worst is over ... that T.V. has shot its bolt ... and that the dear old American public is ready, after flirting with that tiny parlor screen, to return to its first love ...

I saw the movies come back after radio emptied our seats and box-office tills. I've seen them smacked by good roads and zooming auto sales ... walloped by miniature golf, night baseball and football and a dozen other time-and-money competitions. Somehow or other that ribbon of celluloid has twined itself deep into the American scheme of living. As kids we liked to sit back and let somebody tell us a story... I guess that urge sticks with people into adulthood.

So long as we strive to tell enough good stories, or stories they want to hear, we'll have customers. Sounds on the Pollyanna side, but I happen to believe it."

Years ago I had the privilege of interviewing Oscar A. Doob in New York, and a more aggressive, enthusiastic champion of the motion picture would be hard to find anywhere. What he says comes from the heart ... and we should welcome it into our own hearts ... let his words of wisdom permeate our very being and influence our thought patterns and action patterns for a bigger, better, happier and healthier show business ... OUR SHOWBUSINESS.

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CONGRATULATIONS MURRAY LYNCH

In a recent issue of BALLYHOO I reported in detail the really wonderful job that Murray had done in promoting a short subject, CHASING THE SUN.

Now comes the happy news that Murray's entry ranked high in the judging in New York, and he has wound up with one of the top prizes ... a two week vacation in Florida ... with all expenses paid. Congratulations fella ... on a swell job, and a swell win.

SPECIAL SHIPPING INSTRUCTIONS

Every so often, due to print shortages or tight booking schedules, managers receive special instructions concerning the disposition of their film at the conclusion of an engagement. Every so often, unfortunately, some managers forget to read their mail ... or if they do read it, they don't pay too much attention to the contents. The result is that often there is a miss-out, or near miss-out, usually in one of our own theatres.

It is of the utmost importance that managers pay strict attention to all shipping instructions, and acknowledge receipt of same when requested to do so by a distributor. Failure to do so can quite conceivably result in a dark house ... and it can be YOURS.

Just another reason why bookers turn gray ...

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THE BLUE DANUBE

I have copy of a memo sent out by Ben Geldsaler to all bookers and district managers ... and I'd like you to read it too. We get a lot of beefs about the quality of some of our current short subjects, and we all know that they are not too plentiful at the moment... When a really good one comes along we ought to take every advantage of it. Anyhoo ... here's what Ben has to say ...

"We would like to draw your attention to an eighteen minute short subject released by Warner Bros., entitled THE BLUE DANUBE ... This featurette as you can gather from the title, is a travelogue type of subject of a trip down the Danube River. This however is not just an ordinary travelogue, but is intensely interesting, and has a beautiful musical background.

It is interesting to note that it has a splendid audience reaction and is received everywhere with applause. This is not a publicity 'blurb' but is an actual experience I enjoyed the other night in one of our theatres. The manager told me that at the conclusion of each performance of this subject it has been applauded by the people in the theatre. Please bear this in mind when setting up your short subject programs."

If you haven't played this short yet fellows, drop your booker a note and ask him to get it in toot sweet. Your customers will enjoy it ... and so will you.

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CAN YOU TOP THIS?

Bill Burke reports that during his engagement of THE TEN COMMANDMENTS a local New Canadian attended EVLRY NIGHT for two solid weeks ... On the final Saturday he purchased four tickets and brought three friends in with him. What does it prove? Simply the terrific impact this tremendous attraction has, particularly on those of foreign birth. If you haven't already played COMMANDMENTS, make sure that some of your publicity is slanted towards your New Canadians.

FIRE PREVENTION WEEK

Under date of September 3rd, Fred Morley, head of our Insurance department sent out a bulletin drawing attention to Fire Prevention week which this year falls on the week of October 5th to the 12th. Fred made many pertinent suggestions as to how we can contribute to the success of this week and improve our own house-keeping at the same time. It is expected that every manager will read this bulletin carefully, and follow through on every one of the suggestions.

It however is not quite enough for the manager alone to be alerted to the importance of this week and the significance of the sixteen suggestions contained in the bulletin. Every member of the theatre staff should be made aware of the message Fred is trying to convey. There is no better way to do this than to hold a staff meeting sometime between now and the dates designated, and to go over every one of the safety points in great detail, inviting suggestions from the staff members. They're all interested in the welfare of your theatre or they wouldn't be working there. Make them feel a part of it, and make them also feel that their suggestions are appreciated, and if practical will be acted upon. That's what makes for a happy, efficient staff.

Observe FIRE PREVENTION WEEK on October 6th to the 12th, check your theatre from cellar to attic, from the sidewalk line to the stage area ... and make sure that yours is the cleanest place of business in your whole city. Let that be your contribution to Canada's FIRE PREVENTION WEEK.

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VANDALISM IN THEATRES

Whether we like to admit it or not, vandalism does exist to a greater or lesser degree in all of our theatres. It may take the form of seat slashing, throwing objects through the screen, or even the ganging up of a group of hoodlums on an usher who had tried to fulfill his duties by maintaining order in the theatre.

Some of our managers are doing something about it, and in that way saving the Company many thousands of dollars each year, and others simply sit by and sign requisitions for the replacement of items of theatre property. The greater danger of course lies in the loss of adult patronage due to teen-age minor gangsterism.

SHOWMLN'S TRADE REVIEW, realizing the importance and the necessity of doing something about this unhealthy state of affairs took the trouble to conduct a survey among theatre executives and law enforcement agencies through the U.S. and their findings are most interesting, and certainly educational.

If you will pull out your copy of S.T.R. under date of August 10th, and turn to page 7 you can read the whole story, and may possibly find a few good answers to some of the questions you have been asking. I urge each and every one of you to carefully read this article. I am sure it will help you combat this growing menace of teenage vandalism in your theatre.

PEARL TRELEAVEN CARRIES THE BALL

During the summer season, Jack Pungente manager of the Strand in Brandon takes over operation of the local Drive-In, and the Strand is entrusted to the very capable hands of Pearl Treleaven his assistant. I haven't heard directly from Miss Treleaven in quite some time, but I have copy of a letter written by Syl Gunn, the Winnipeg branch manager for Paramount, in connection with upcoming engagement of TEN COMMANDMENTS, and it makes mighty good reading. Syl is amazed and delighted at the job Pearl had done in getting set for the date, and goes out of his way to say so.

Syl, accompanied by Harold Bishop made a trip to Brandon to get things organized ... and, Lo and Behold ... everything had already been attended to, and was handed to them on a silver platter. Here's what they found ...

Contact had already been established with the radio and T.V. people ... the radio station had indicated its willingness to run the DeMille tape, also an interview tape on opening night ... and the T.V. station was all set to run off the 16mm trailer, all for free.

The lobby display ... well, to use Syl's words, "The lobby of the Strand theatre has the finest display that I have seen to date." Making use of all available accessories, Pearl had created the most attractive lobby that Brandon citizens had ever seen ... Everybody knew that TEN COMMANDMENTS was on its way to Brandon.

The Piece de Resistance was a full-page institutional ad, and who do you think bought it? You'll never guess, so I'll tell you ... The publishers of the paper themselves ... Yes sir ... you heard right ... the guys whose business it is to sell space bought the full page, and a more effective and interesting page would be hard to find anywhere.

Our sincere congratulations to Pearl Treleaven on a really splendid job of Showmanship, and to quote Syl again ... "If our engagement of THE TEN COMMANDMENTS in Brandon is not one of the very best in Canada, it will certainly not be the fault of the Famous Players' people in that town."

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SPECIAL SATAYEM KID SHOWS

Bill Burke doesn't sit around and wait for a gold brick to land in his lap ... he goes out and digs it. Bill figured if bottle-cap shows are profitable to Pepsi, then they must be equally valuable to other people. So ... he did a little digging and came up with Canada Packers. Same deal, same dough as the Pepsi promotion.

Canada Packers bought his house for a Saturday morning, at ten cents per seat ... and Willie has over 1600 seats in his house. Price of admission to the kids was a wrapper from one of their many products. In addition to the hundred and sixty odd bucks, can you imagine what 1600 kids can do for your confection business?

O.K., so I've told you what Bill Burke had done. Got any plans for a Satayem show of your own? Let me in on it, huh?

LAST TIMES TODAY

In studying many tear sheets from all over the country it strikes me that we make a bad mistake in practically ignoring the final day of a picture's run by burying the title ... and sometimes ONLY the title, without benefit of cast or any other particulars, in some small corner where it is completely overshadowed by an imposing display advertising the following day's attraction. This, over the years has become common practice ... and the 'Last Times Today' in six point type can only be located, in many instances, with the aid of a magnifying glass.

I think it is a mistake. I feel that the final day of a picture's run is every bit as important as opening day, and equally deserving of proper display space. I don't mean that we should minimize our effort in selling the following day's new program, but let's not completely forget what we're trying to sell TODAY.

You might think this over ... and if you agree with this pattern of thinking, devote a little more space to the closing day of your attractions. It COULD mean extra bucks in our boxoffice.

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COMING UP ...

We're well into the Fall season and a chance for some specialized selling, if we watch our dates and cash in on upcoming holidays. Thanksgiving Day is not too far off, and before you know it the first frost will bring Halloween with it. These are two holidays that you can definitely schedule some kind of a special kids or teenagers show for. It will take a little thinking, a little planning and the very necessary 'Follow-through' ... but you can add quite substantially to your week's take by keeping these dates in mind, and ... DOING SOMETHING ABOUT THEM.

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PLAY TO THE KIDS

Yup ... the juves are back in their classrooms again, and wide open for a pitch to attend your showplace. This is the time to get to them ... plan stage and screen attractions for their benefit ... run special ayem shows ... Form that Teeners' Advisory Council ... Contact Pepsi for a bottle-cap matinee, or failing that, take a page out of Bill Burke's book and get somebody else in your town to sponsor such a show.

How about a 'Personality Parade' on Friday nights, along the lines of the one Ack has been running successfully out in Vancouver? If you can't get imported talent, you must have loads of it right in your town. And you know ... the football season is here, and hockey will be starting in a few short weeks' time ... Invite your local teams to be introduced from your stage ... make a real event of it. They love the publicity, and your customers like to meet the current headliners.

Lots of things you can do to liven your place up ... and start that B.O. jingling again. Let's get goin' ... huh?

HERE 'N THERE WITH OUR DRUMBEATERS

Okay guys ... summer's over, your staff's at full strength again ... Day-light Saving has just about run its course ... no more night ball games ... and all the amateur horticulturists have pulled in their horns and have nothing to do evenings from now until next spring ...

Now it's your turn to start crowing ... and you should crow long and loud, and make sure that you're heard from one end of town to the other. Send up those smoke signals ... beat the old drums ... It's our season now, so let's make the most of it. Things are a little bit rough? Sure they are ... and all the more reason for doing the best doggone job we know how. Man is never at his best unless under pressure ... Well, the pressure's on ... so let's dig into that old bag of tricks ... and if you've used them all before, why ... just start from the bottom again, give them a new twist, a novel angle ... and you'll be surprised at how effective all the old gags can be again.

Start getting your entries in, fellows ... Honest now, how long is it since YOU sent something to this department? You know the answer better than I do. We like to hear from you, and we just love to publish accounts of your ticket-selling activities ... so, dust off that old writin' machine of yours and drop us a note ... huh?

In the meantime, let's take a peek at what some of the lads have been doing this past while to keep the old fires goin' ...

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CAPITOL - ST. THOMAS

Zara Ellwood did a real selling job on CINDERELLA when it played her theatre, and didn't overlook a single angle. She promoted a life-like Cinderella doll from Hawke Hardware, and the merchant paid for a full inch right across the entire width of the page a few days before opening. Dodgers were handed out at the schools a week in advance, inviting the small fry to meet Mr. Peanut at the Saturday matinee ... which they did, and each youngster received a treat.

Instead of her regular doorman, Zara engaged a winsome young lass in Cinderella costume, who greeted patrons during the engagement. A beautiful display of dolls was placed in the lobby a couple of weeks in advance, with suitable CINDERELLA copy. The winner of the special doll was presented with her prize on the stage, the lucky number being drawn by Mr. Peanut himself.

Howse Electric came through with several radio programs, featuring the music from CINDERELLA. Good plugs accompanied each broadcast. In addition they devoted their entire window to a fine display of records and sheet music, with good theatre credits.

The Labour Day parade is a big event in St. Thomas, and Zara took advantage of it by placing an attractive float in the parade, carrying out the TEN COMMANDMENTS theme. A figure of Moses holding the two tablets was mounted in front of two 3-sheets, with a bible on a stand alongside. Theatre sig and starting dates appeared on the sides of the truck. A very effective display.

PALACE - WINDSOR

Some swell stuff here from Eddie Lamoureux ... and of particular interest is an experiment he tried when he played JOHNNY TREMAIN. Instead of using the major portion of his advertising budget for newspaper space, as is customary, Eddie cut his lineage in half ... and used the balance to post 100 one-sheets around town, and to buy radio time in advance of and following several kids programs ... Result ... one of the best weeks he has had all summer. Just to make sure it wasn't an accident, Eddie tried the same thing with TARZAN AND THE LOST SAFARI ... again to outstanding results. I don't mean to suggest that we start indiscriminately chopping our newspaper space ... but, it may be an idea to test this plan the next time you have a suitable attraction. Perhaps we haven't been making as good use of some of the advertising accessories available to us as we might. It's worth thinking about.

When Eddie had DINO booked, he ran into a streak of luck. It so happened that Sal Mineo was in Detroit doing a stint in advance of his THE YOUNG DON'T CRY ... so-o-o ... with the help of the lads over at C K L W, Eddie arranged for Mineo to appear on T.V. and the boy caused quite a sensation. A good pic of Eddie and his guest appeared in the following day's Windsor Star. Business was good.

Next came the twin horror bill, CURSE OF FRANKENSTEIN and X THE UNKNOWN. Eddie turned his lobby into a 'Chamber of Horrors' by sealing it off from outside light and using dark green lights throughout. It was an eerie feeling just to step in, and add to that all the 'horror' gimmicks tossed in for good luck, and the customers really went out talking to themselves.

A week before opening, 3000 Frankenstein masks were handed out to the kids. On opening day, Frankenstein and his 'buddy' paraded the streets of Windsor ... suitably bannered of course ... Good use was made of radio, and again Eddie posted 100 one-sheets throughout the city. Two 'legal' ads were used in the daily, in addition to a good teaser build-up and the regular ads. Business on this bill too was well above average.

Nice going Eddie ... keep us advised.

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PALACE - GUELPH

Nice campaign from Lloyd Taylor on SILK STOCKINGS. Lloyd followed through on the deal set up by Bert Brown with the Phantom hose people and wound up with a lot of nice publicity. The local Walker Stores went for it, placed a really beautiful display in their most important window ... loaded with stills and good sales copy, and in addition went for a sizeable ad in the Mercury. Good display cards were also set up on their hosiery counters. Walkers also ran a Phantom hosiery contest, and gave away a dozen pairs of hose.

In addition Lloyd made up a dozen very attractive display cards which were placed in the windows of twelve of the better stores in the down town area. One of the stores Lloyd was interested in didn't handle Phantom hosiery ... so, a separate display was made up giving Whisper nylons a boost. After all... the title of the pic is SILK STOCKINGS ... and Lloyd cashed in on it to the limit.

INTERCITY DRIVE-IN - PORT ARTHUR

Lloyd Palmer, manager of the Colonial in Port Arthur looks after the Drive-In theatre during the summer months, and brother-r-r ... what a job the guy does. Let's just take a few 'for-instances' ...

Lloyd ran a Mother's Day promotion ... and modestly states that it was a natural, and he didn't have to do anything ... but here's what the guy really did. The gimmick of course is that all mothers were admitted free ... which in itself proved quite a drawing card ... add to that 150 plastic bonnets, promoted from a local drycleaning establishment, and you have a near riot, and we're not finished yet ... This happened to be Lloyd's regular 'Lucky License Night' when he gives away four pairs of nylons. On the strength of the bonnet deal he got the East End Service Stations to kick in an even dozen pairs ... and this went up to two dozen when they saw all the eager mamas clamouring at the gates. This wasn't quite enough for Lloyd ... so he threw in a few specials, in the form of more promoted prizes ... several boxes of chocolates, gallons of ice cream etc. etc. Sounds like a crazy deal, eh? Well brother ... it really jammmed his car park for him.

What more natural as a follow-up than a Fathers Day promotion? That's exactly what Lloyd did ... with every papa getting in free ... and, the donor of the nylons came through with fifty good cigarette lighters ... and, just to keep the babes happy, another dozen pairs of nylons. Cigars, cigarettes, sport shirts ... you name it, and I'm sure Lloyd had some around as specials. I don't know how the guy does it ... but I do know what it does for his business.

In his spare time Lloyd likes to sell books of F.P. tickets. He happened to hear that a local merchant wanted to celebrate Port Arthur's Centennial by giving his customers something ... so, quick like a flash, Lloyd grabbed his phone, made an appointment, and walked away with a fifty buck sale. It all adds up, guys. Thanks Lloyd for sending along details of your activities ... and, many thanks for the lighter ... Let's hear from you again, and often.

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CAPITOL - CHATHAM

Harry doesn't believe in detailing his activities on paper ... just sends along the odd tear sheet or other evidence of his showmandizing and hopes for the best. Sometimes they get lost in the shuffle ... sometimes they land on my desk. A couple which did reach me are dandies ...

For his SOMETHING OF VALUE date Harry was successful in promoting a five column co-op in the Chatham Daily News ... with each and every ad using the title to tie in their products. In addition the newspaper went for a contest on their classified page, using 600 line ads on two successive days to announce details, with prizes being a number of guest tickets to see SOMETHING OF VALUE. About 110 lines at the bottom of each ad are devoted to a regular pressbook mat on the attraction.

Good stuff Harry ... but, take a minute or so to pen a brief note when you send along something, huh? Saves me trying to create copy.

CAPITOL - REGINA

Have a memo on my desk from Hilliard Gunn, outlining some of his activities during the past while. BATTLE HELL gave him a chance to really go to work on the local Naval people, and he sure got the most out of them. They not only provided the material and helped him decorate his entire theatre, but put in a live display of naval activities in his big front picture window, which stopped the passers-by and created a lot of interest in the picture. On opening night a parade of navy personnel to the theatre added much colour to the proceedings.

A member of the editorial department of the Leader Post was so impressed with the picture that he came through with an excellent review which was treated as a news item ... this in addition to the regular coverage. The local radio station had one of their good announcers tape some interviews on opening night which were played over the air the following day and evening. The T.V. station ran a special 16mm film obtained from I.F.D. at no cost.

Hilliard made a terrific deal with the Leader Post, which has netted him hundreds of dollars monthly in ticket sales ... With retail trade being as competitive as it is today, newspapers are being forced into bigger and bigger editions, and that gave our boy his cue. The deal is that every day that the paper contains over 40 pages, the circulation department gives each carrier 2 gift tickets. Additional tickets are also handed out as a premium for no miss outs and no complaints. This is a fine deal, and dollar-wise nets the theatre roughly five hundred bucks a month. Can YOU match this?

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CAPITOL - SASKATOON

I see a really swell tie-up with Eatons on SILK STOCKINGS ... not only a terrific window, but a fair portion of one of their daily ads devoted to the Phantom hosiery deal ... with pic of Cyd Charisse and good theatre credits. In addition to this, Bert Wiber also planted some very effective display material in about a dozen of the better ladies' wear stores in the downtown section.

On BEAU JAMES, Bert effected a good co-op deal with his local Men's Shop ... Caswells. The merchant put in a very attractive full-window display, and also ran two pretty good sized display ads in the local daily, with pic of Bob Hope and feature mention.

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CAPITOL - SARNIA

For his engagement of SILK STOCKINGS, Charlie Perrie was able to talk two local merchants into fairly sizeable display ads in the local Daily. The Linen & Wool Shop went for 500 lines, and Sak's used 600 lines ... both using pics of La Charisse and liberal pic and theatre mention. Both standout ads. In addition the Sarnia Observer came through with a 220 line scene of Charisse ... full figure ... and, what a figure.

PARAMOUNT - HALIFAX

Lots of good action from Freeman ... this time on LOVING YOU and CINDERELLA ... no, no ... not on a twin bill ... separate engagements, believe me. As advance for LOVING YOU, Freeman started by placing cards on every juke box in the city, with R.C.A. Victor seeing to it that each box contained plenty of Presley recordings. Every music store in town put in a full window of material provided by their suppliers and the theatre. In addition, to create advance interest Freeman ran a number of teasers on the Women's page of the daily.

A group of local girls ... members of the Elvis Presley Fan Club agreed to parade to the theatre on opening night, carrying the customary 'We love you Elvis' banners ... interspersed with good pic and theatre copy. The local paper carried a large pic of a gang of teenagers, holding banners, who were lined up a couple of hours before the theatre opened for its midnight show performance. Good theatre credits accompanied the pic ... but natch.

Freeman found a gal who had personally met Presley some time ago ... tossed the story to the radio boys who interviewed her in the theatre lobby and ran it as a human interest story the following day. C.B.C. recorded the screams of the youngsters and used them as a background for an interview with Freeman.

A local jeweller came through with a 360 line display ad, a liberal portion of which was devoted to a pic of Presley and title and theatre info.

For CINDERELLA, Freeman fastalked a local dry cleaner into five full windows, and four 620 line ads ... a mere total of 2400 lines, each ad devoting liberal space to pic and playdates. He also tied in 45 Grocers through a local Margarine distributor ... and wound up with very liberal window space.

When he played the National Film Board subject BRIDGE UNDER THE OCEAN, Freeman tied in with the local Canadian Overseas Telecommunication Corporation, which resulted in excellent newspaper coverage as well as four big windows in downtown Halifax with exhibits of equipment used in the laying of trans-oceanic telephone cable. You may be sure that the windows were loaded with plenty of stills and other display material provided by Freeman. Features, Shorts or what have you ... Freeman gets out and sells 'em. So ... How about youse guys?

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CAPITOL - SASKATOON

Reg Plumb dug up copies of the local Star Phoenix for April 1949 ... had three of the headlines photographed, and used them in his lobby, and downtown newsstands as advance for BATTLE HELL. He couldn't locate anyone who had served on H.M.S. Amethyst, but found a chap who was on the only Canadian ship in the Yangtse river at the time. This developed into a good story which the paper ran along with a pic of the lad on opening day. The local navy lads on H.M.C.S. Unicorn cooperated actively by decorating the theatre, and placing a sailor and a Wren in full dress uniform in the lobby each evening of the run. Reg found the use of radio quite effective for this engagement.

CAPITOL - LONDON

I have before me one of the most attractive scrap books it has been my pleasure to see in some time ... on THE TEN COMMANDMENTS, and it's packed with one of the best merchandising campaigns I have yet seen on this great attraction. After studying the contents I am not at all surprised that the London engagement turned out to be one of the best on the whole circuit ... but, I'll let you be the judges ...

Bill's campaign started a whole year ago ... that's right, last October at our convention in Niagara Falls. He arranged at that time for the Free Press to permit their ace columnist Dick Newman to travel to the Falls and then to Toronto for interviews with Cecil B. DeMille, which resulted in columns and columns of space in the following several weeks. Some of Newman's remarks were reprinted just prior to London's opening of TEN COMMANDMENTS.

The advance screening was completely successful, with a full representation of the top men in press, television, radio, industry and local politics. Naturally the clergy were well represented also. Reaction was terrific, and Bill made sure that several copies of the pamphlet 'Why I made the TEN COMMANDMENTS' were distributed where they would do the most good. A good picture of some members of the clergy was shot at the preview and reproduced the next day in the Free Press.

Most of the local churches made mention of the playdates in their weekly bulletins. The Very Reverend Msgr.V.H. Grespan wrote a personal letter to all members of his Diocese drawing attention to the engagement, and quoting His Excellency the Bishop's comments.

A couple of days before opening, the Free Press ran a very attractive half page of scenes from the picture, with a centre page story telling why DeMille decided to film the picture.

Bill arranged for special radio and T.V. interviews for Rufus Blair, and Win Barron when he was in town for the screening. T.V. and Radio cooperated magnificently all the way through. A drug store on the most important corner in London devoted its whole front window to a display of colour transparencies and credits.

The London Free Press came through with an editorial a couple of days before opening. In addition, for eleven days they published, one each day, photos of leading clergymen with their comments on the picture. This is a definite 'first' for London. They kicked in so many scenes ... for free ... that it would take a full page to detail them all.

The Free Press received so many letters from its readers, commenting on THE TEN COMMANDMENTS that it devoted the whole 'The Readers Write' section one day to half a dozen of the better ones. I haven't seen better newspaper cooperation in a long time.

Bill erected a special front ... very conservative, and very attractive ... and his interior displays were equally good ... All in all, this is one of the very best selling jobs I have seen, and as mentioned previously ... it all added up to one of the best engagements we have had.

Nice going Bill ... keep it up, and keep me posted.

CAPITOL - CALGARY

As advance for his engagement of LOVE IN THE AFTERNOON, Ralph Mitchell-tree made a deal with his local Pepsi people ... I don't know what he gave them in return, but they came through with 100 FREE spot announcements, starting one week in advance and through his engagement. In addition the Pepsi folks arranged to give to every fiftieth customer at the confection counter ... a Pepsi customer that is ... a carton of their product. If the lucky purchaser happened to buy a 10¢ drink he received six bottles ... if he was really thirsty and went for a 20¢ drink, his bonus was a dozen bottles. Cute deal, huh?

Ralph made a deal with Columbia Records who handle the Jerry Valle recordings of LOVE IN THE AFTERNOON and FASCINATION, and they provided him with give-away copies of the recordings, which he gave to the first ten customers each day.

It appears that Ralph was able to make a deal for the appearance of a group of Hawaiians, suitably titled the Hawaiian Serenaders on the last two days of his showing of LOVE IN THE AFTERNOON. As part of his publicity he arranged a giant car cavalcade to transport them from the airport to the theatre, and they really stopped traffic ... He also arranged to have them put in an appearance at the Red Cross Children's Hospital, which resulted in much favourable newspaper comment. The Hudson's Bay Company played along with him, and gave with much mention on their regular radio programs ... also bought time on the T.V. station for a special show designed to help push their Hawaiian music. All good stuff for the theatre date. Ralph modestly states that he was able to persuade C.P. Airlines to fly in several gross of leis from Hawaii, which he handed out to patrons attending his theatre on the two days of the show. The results were almost fantastic, and everybody ... certainly including Ralph ... were very, ver-r-ry happy.

The theatre's cost? Well, Ralph informs us that the theatre picked up the tab for hotel accomodation and meals, and C.P.A. paid all salaries. Not a bad deal, huh? Nice going Ralph.

.x.x.x.x.x.x.

Well lads ... this brings us to the end of another issue, and I hope I had something nice to say about YOU in this one. If I didn't, well, it's only because you forgot to drop me a note telling what you've been up to lately.

Now that you're organized again ... all set for our Fall and Winter seasons, we'll expect to hear from many more of you than we have been hearing from during the past couple of months ... We know that you're really slugging it out, and doing a whale of a job ... but, don't keep your activities a secret guys ... let us in on it. If you want BALLYHOO to continue ... and from the many letters I've received I believe that you do ... YOU will have to provide the necessary material. All I do is put it together.

So ... be seein' you soon I hope. In the meantime ...
Happy Ballyhooin'.

Dan Krendel